





# MISSION STATEMENT

CASA (Community Action for a Sustainable Alameda) is a community-wide coalition that will raise awareness, mobilize community action, and facilitate implementation of programs to achieve the goal of **Alameda's Local Action Plan for Climate Protection** (to reduce Alameda's carbon emissions to 25% below 2005 levels by the year 2020) and to increase community sustainability and well-being.



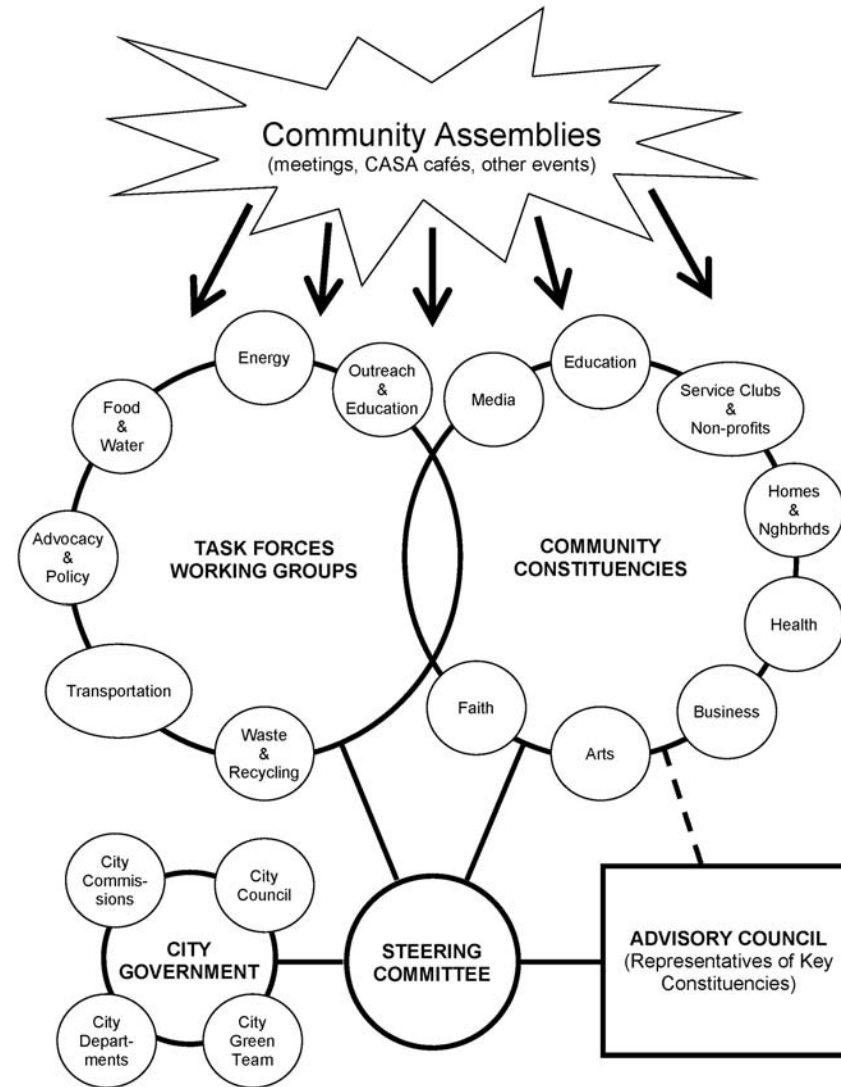
# VISION STATEMENT

By 2020 the City of Alameda will be a community whose actions are based on the principles of sustainability and carbon neutrality. We will have met, or exceeded, our community's goal of reducing carbon emissions to 25 % below 2005 levels. We will continue to challenge ourselves to conform to or surpass emissions goals and standards established internationally, nationally, and by the State of California.

Using less energy and resources, we will progressively become a more environmentally conscious, resilient, abundant, and sustainable community achieving for now and for future generations the highest feasible standards for the well-being of Alameda's residents, its bioregion, and the Earth as a whole.



# ORGANIZATION STRUCTURE



CASA

# COMMUNITY MEETINGS

## *WHAT IS THEIR PURPOSE*

- Goals of periodic (quarterly) gatherings of people representing Alameda's constituencies and organizations:
  - Provide a forum for the Steering Committee and Task Force Teams to report about plans, activities and progress;
  - Consult the community and assemble feedback;
  - Raise public awareness and provide educational opportunities;
  - Mobilize interested residents and reinforce assistance from local organizations: Volunteer Recruitment;
  - Strengthen partnership among government and all segments of the community;
  - Celebrate successes and recognize achievements.



# TASK FORCE GROUPS

## *WHY DOES ALAMEDA NEED THEM*

- Identify and prioritize short, medium and longer term initiatives that will reduce emissions and achieve CASA goals (e.g. re energy, transportation, recycling, residential and business actions, public outreach and involvement).
- Lead implementation and actively support initiatives – projects, campaigns, etc.
- Mobilize key ‘stakeholders’ and involvement of relevant constituencies to collaborate.
- Review results, report on progress/success to CASA and the larger community; adjust priorities and update plans.

# TASK FORCE GROUPS

## TOP INITIATIVES BY INTEREST AREA

### Outreach and Education

- Outreach to Alameda Schools, PTA, etc. (Alameda Schools Go Green Group)
- Annual Town Hall Meeting Planning
- Planning and Publicity for Earth Week 2010 and other CASA events
- Outreach to other Alameda organizations for specific campaigns

### Food and Water

- Water Conservation Efforts
- Promotion of Local food production and bartering
- Tree Planting Initiative
- Planning and execution for a demonstration “victory garden”

### Energy

- Home Energy Conservation and Efficiency Initiative
- Business Energy Conservation and Efficiency Initiative
- Promote Alameda Municipal Power Solar Rebate Program
- Lobby for Solar on Schools

### Transportation

- Expanding Car Share opportunities in Alameda
- Lobby to require that all major new developments’ short and long term transportation emissions impacts are reduced by 10%
- Promote opportunities for “flex hours”, compressed work week and telecommuting to reduce vehicle miles traveled
- Working with the Alameda Schools Go Green Group on walk and ride to school programs
- Educate residents on ways to reduce vehicle miles traveled per household

### Waste & Recycling

- Work with City on developing and implementing a Zero Waste Strategy
- Promote paper waste reduction programs (junk mail and other)
- Establish an Alameda Freecycle Café program for bartering, trading, selling of goods and services
- Working with the Alameda Schools Go Green Group on recycling programs at all Alameda schools



# TASK FORCE

## *WHO'S NEEDED*

- Teams of 10-20 Alamedans for each sectoral, thematic, or task-related group
  - Anyone interested and motivated to help make Alameda a better community and environmentally sustainable;
  - Individuals with particular skills, experiences or institutional links relevant to the sector or action plans;
  - People able to devote time to lead or assist with practical, meaningful teamwork.



# STEERING COMMITTEE

## *WHY IS IT NEEDED*

- Foster community awareness of CASA goals and involvement in its activities.
- Contribute leadership for prioritization, planning and coordination to achieve short and long range objectives.
- Provide recommendations and decision-making in consultation with constituencies and stakeholders.
- Foster conditions and processes that enable and empower participants to succeed in community activities.
- Facilitate monitoring and reporting of progress to achieve goals, and to make necessary adjustments.
- Accept responsibility for CASA financial affairs.

# STEERING COMMITTEE

## *WHO WILL SERVE*

- Team of 10-15 Alamedans:
  - representing interests and experiences relevant to fulfillment of CASA Mission and plans;
  - reflecting all Alamedans and its constituencies and 'stakeholders';
  - volunteers willing to contribute toward active collaboration and periodic consultative meetings (for at least a year, renewable).



# ADVISORY COUNCIL

## *WHAT ROLES WILL IT FULFILL*

- Identify and liaise with individuals and groups, especially those with a stake essential to fulfilling our Mission.
- Advise and support the Steering Committee and Task Forces about best ways to
  - increase interest in, and ‘ownership’ of CASA goals;
  - enhance practical partnerships in community campaigns and projects;
  - enable those constituencies or ‘stakeholders’ to implement projects or to adopt changes.



# ADVISORY COUNCIL

## *WHO IS INVITED TO PARTICIPATE*

- Leaders and representatives of Alameda's diverse constituencies with an interest in CASA's Vision and Mission.
- Proactive 'voices' with links to the community, including through business and commercial sector, service organizations, educational sector and student groups, health organizations and medical practices, faith community, media, neighborhood groups, as well as City government officials and senior staff, AP&T and ACI management.



For more information, and to get involved  
Come visit our booth outside, or visit us at  
**[www.casa-alameda.pbwiki.com](http://www.casa-alameda.pbwiki.com)**